



Dear participants of the PLS2020 conference,

We are sure that you all know about the coronavirus outbreak in China – very sad news indeed. Our thoughts are with the affected people and families, and it is our sincerest wish that the pandemic will soon be under control.

Given the situation, we feel responsible for ensuring your continued good health. Even though we hope that the situation will improve quickly, we have no way of actually knowing whether the health situation will have improved by March 16, 2020. Currently, the Beihang University does not recommend holding the conference. Furthermore, according to information we have received, some airlines have already stopped flying to China, while others allow flight bookings to be changed. We expect travel warnings to follow now that some governments and organizations have started evacuating their citizens and personnel. Indeed, some of you have already contacted us to say that your universities have forbidden journeys to China, and we expect this group to increase in the coming days.

Consequently, we have had no choice but to make the difficult decision to **postpone the conference**. This is the only way we can ensure your health and the conference's success. The silver lining to the dark cloud is that we can retain the conference location (i.e., Beijing), which makes matters very easy now that we have new dates (see below). The local hotels and most airlines have announced that rescheduling will be free of charge.

These are the new details of the PLS2020 conference

**Place: Beihang University, Beijing, China**

**Pre-conference workshops: October 27, 2020 (Tuesday)**

**Main conference: October 28-30, 2020 (Wednesday to Friday)**

**Keynote speech by Prof. Joe Hair on October 28, 2020**

We will keep the conference system open for new registrations until shortly before October 27, 2020: <https://en.xing-events.com/pls2020.html>. Also, we will accept additional submission upon request. If you are already registered, this registration is automatically valid for the new dates. If these dates do not fit your schedule, you can cancel your registration online via Xing-Events.

We are simultaneously going to postpone the submission deadlines for the conference proceedings. All conference topics with accepted contributions will soon receive a separate e-mail in this regard.

Finally, we have announced several special issues related to the conference in renowned SCOPUS/SSCI journals (JBR, ACM SIGMIS Database, Quality & Quantity, Journal of Marketing Analytics etc.): <https://www.pls2020.org/call-for-papers/special-issues/>. The submission deadlines for papers destined for these special issues and which will be presented at the conference will probably be extended to after the conference.

We are extremely sorry for the inconvenience that our postponement of the conference might cause. We trust that you understand the reasons for this and that you will join us on the new PLS2020 conference dates. We remain very enthusiastic about the event and look forward to a fantastic PLS2020 conference in Beijing with a large number of participants from all continents.

We hope to meet you face to face in Beijing at the end of October.

Best regards,

Huiwen Wang, Yide Liu, Christian M. Ringle, and Marko Sarstedt  
PLS2020 Conference Co-chairs